

US Arts & Cultural Districts

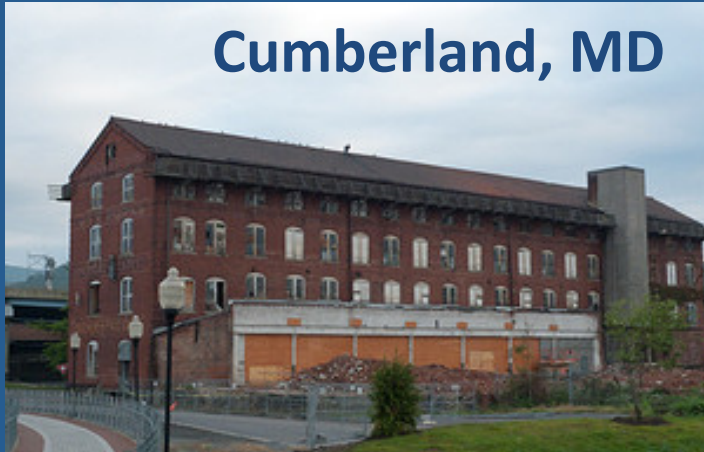
Why? What? How?



Summary of Team Profiles
Kingston, NY - May 9, 2015

Many Arts/Cultural Districts
started in older industrial and
warehouse areas where
“disinvestment” was
advancing....

Cumberland, MD



New Orleans, LA



Paducah, KY



Raleigh, NC



... and some where disinvestment
was already well advanced ...



Asheville, NC

Cumberland, MD



In urban retail corridors whose heyday was eclipsed by shopping malls....



Historic Third Ward – Milwaukee, WI

and whose shoppers had moved
to sprawling suburbs



Fountain Square - Indianapolis, IN

Some arts districts have encompassed or partnered with neighborhood groups to redeploy historic houses.



Paducah, KY

Cumberland, MD



...and reclaim corner stores



Cumberland, MD

Milwaukee, WI



And some formed to save great public spaces that could anchor a new heyday....



Cleveland
Capitol Theater

Cleveland Uline Arena





Kingston



Kingston





The national Cultural District Clearinghouse describes five basic district types, then notes that most are **“hybrids”**.

<http://www.americansforthearts.org/>

Three Major Strategies

- Arts & Entertainment Districts
- Recruiting artists to rehab buildings
- Area revitalization strategy with an arts district as one of the partners

. . . and a fourth emerging Strategy

- Proactive revitalization centered on arts enterprise, design manufacturing, and the new “makers market”

Arts & Entertainment District Strategy

Gordon Square Arts District
Cleveland, OH
Three theaters lead the charge!



\$3.2 million trail links a district that helps Bloomington's nonprofit arts and culture industry:



- Generate \$72,276,722 in annual economic activity
- Support 3,430 full-time equivalent jobs
- Garner \$6,288,000 in local and state government revenues



Bloomington, IN

New Orleans Warehouse Arts District



Legend/Key

- Canal Streetcar/Stop
- Park/Square
- Attraction
- Streetcar/Stop
- Street of Interest
- Ferry
- Interstate

Downtown/CBD

Arts/Warehouse District

Uptown/Garden District

Key Landmarks and Streets:

- French Quarter
- Harrah's Casino
- IMAX Theater
- Aquarium
- Spanish Plaza
- The Riverwalk
- The Convention Center
- Julia St. Cruise Terminal
- Erato St. Cruise Terminal
- Algiers Ferry
- Gretna Ferry
- Lee Circle
- Contemporary Arts Museum
- Ogden Civil War Museum
- World War II Museum
- Children's Museum
- Piazza d'Italia
- American Italian Museum
- Notre Dame St.
- Convention Center Blvd
- St. Joseph St
- Andrew Higgins
- Triangle St
- John Churchill Chase St
- Gaiennie St
- Erato St
- Earhart Blvd
- Calliope St
- Poyeffarfe St
- Constance St
- H. Diamond St
- Julia St
- Commerce St
- Girod St
- Capdeville St
- Magazine St
- Camp St
- Church St
- Carondelet St
- Girod St
- Baronne St
- O Keefe Ave
- Howard Ave
- Calliope St
- Earhart Blvd
- Clio St
- Erato St
- Thalia St
- Pontchartrain Expy
- Margaret Statue
- Interstate 90

- Four Major Museums
- 25 Galleries
- Part of a larger entertainment sector



Artist Recruitment Strategy



Lower Town Arts District - Paducah, KY



Artist Relocation
Program - Paducah, KY

Artist Relocation Program Incentives Cumberland, MD





NPS Canal Heritage
Area Visitor Center



Western Maryland
Scenic Railroad

Embassy Theatre
1931 Art Deco
Movie House



Revitalization Partners Strategy



Founded 2007

To revitalize “North Little Rock’s Downtown”



Established by Argenta Downtown Council - 2010

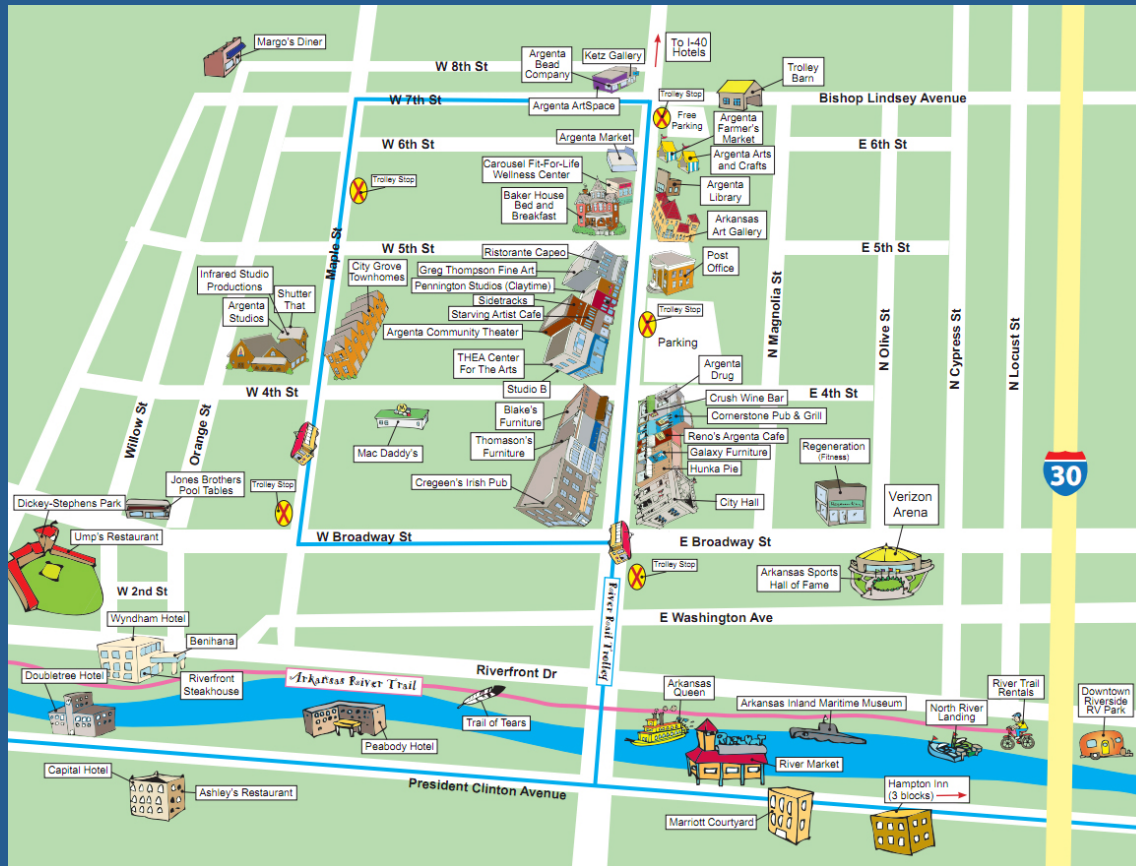
**To help create an environment that
encourages economic development.**

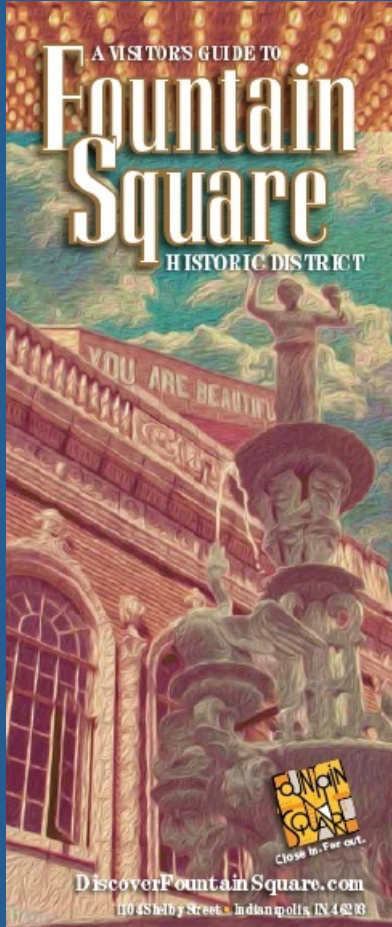


**7 new restaurants/bars
2 new galleries
12 new businesses**

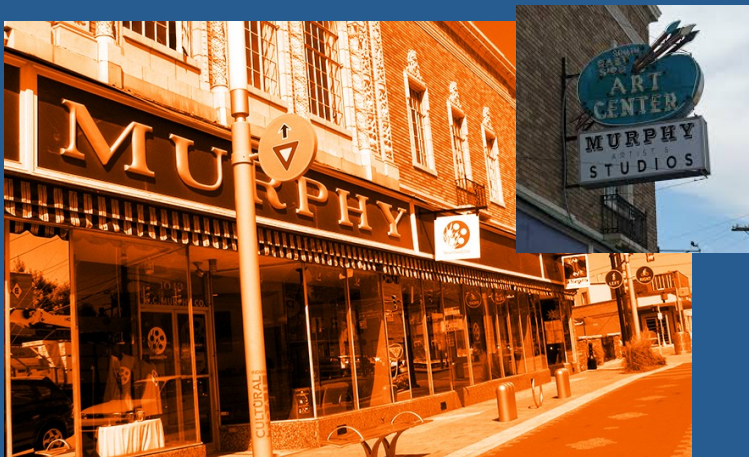
**5 new non-profits
4 new entertainment venues
96 new apartment units**







Fountain Square Cultural District – Indianapolis, IN





10 Simple Ways
To Improve Your Property

- Make Your Home Look Loved**
Streets with homes that look dirty, rusty, broken or vacant attract criminal activity.
- Make Sure it Fits**
Pay attention to scale by using the right size doors, windows and trim.
- It Only Counts if You Finish!**
Make sure you finish any project you start.
- Classic Fences**
Picket fences make your house a home.
- Be Original**
Uncovering and keeping original doors, windows, porch columns and trim is an affordable way to make your house stand out and add value!
- Lawns Add Value**
Yards that are fenced and landscaped are used and enjoyed!
- Interest Adds Up**
Windows, vents and siding materials can add architectural interest to your home.
- Enjoy Your Porch**
Porch railings define outdoor living spaces and make them safer.
- Paint the Town**
Choose paint colors that enhance architectural details and improve street presence.
- No Place to Hide**
Trimming and maintaining your landscaping makes your house look loved and gives criminals less places to hide.



Fountain Square - Indianapolis, IN

Warehouse District Raleigh, NC



Warehouse District Raleigh, NC



PUBLIC WORKSHOP
6 MARCH 2013
6PM - 8PM
More information at:
<http://www.ncdot.gov/projects/raleighunionstation/>

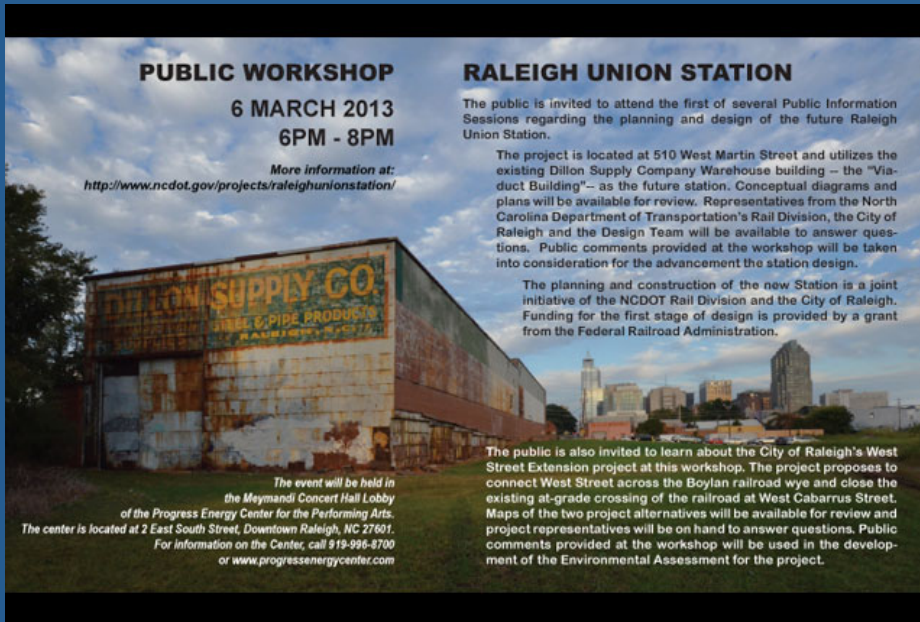
RALEIGH UNION STATION
The public is invited to attend the first of several Public Information Sessions regarding the planning and design of the future Raleigh Union Station.

The project is located at 510 West Martin Street and utilizes the existing Dillon Supply Company Warehouse building -- the "Viaduct Building"-- as the future station. Conceptual diagrams and plans will be available for review. Representatives from the North Carolina Department of Transportation's Rail Division, the City of Raleigh and the Design Team will be available to answer questions. Public comments provided at the workshop will be taken into consideration for the advancement the station design.

The planning and construction of the new Station is a joint initiative of the NCDOT Rail Division and the City of Raleigh. Funding for the first stage of design is provided by a grant from the Federal Railroad Administration.

The public is also invited to learn about the City of Raleigh's West Street Extension project at this workshop. The project proposes to connect West Street across the Boylan railroad wye and close the existing at-grade crossing of the railroad at West Cabarrus Street. Maps of the two project alternatives will be available for review and project representatives will be on hand to answer questions. Public comments provided at the workshop will be used in the development of the Environmental Assessment for the project.

The event will be held in
the Meymandi Concert Hall Lobby
of the Progress Energy Center for the Performing Arts.
The center is located at 2 East South Street, Downtown Raleigh, NC 27601.
For information on the Center, call 919-996-8700
or www.progressenergycenter.com



- HQ Raleigh, a 45 business co-working space moved to district in 2013
- Citrix Corp opened a 550-employee division headquarters in 2014

CREATIVE ENTERPRISE / MAKERS MARKET STRATEGY



CREATIVE ENTERPRISE / MAKERS MARKET STRATEGY



St. Paul
MN

HOW?

Gordon Square Arts District Cleveland, OH



- Three theaters form a 501(c)3 with three staff to conduct a \$30 million Capital Campaign – 1/3 is public funding.





- City of Cleveland formed a Special Improvement District.
- Galleries, eateries and retail were attracted to the area.



An artist's rendering of the REI flagship store slated to open at Cleveland's derelict Uline Arena in late 2016.

- Embarking on the next phase....

City approves new master plan for Gordon Square Arts District that seeks to build on its success



A master plan for the Gordon Square Arts District seeks to improve the quality of life in the neighborhood by expanding the neighborhood's success as a nationally acclaimed example of arts-based economic development.



Emily Weaver, CNA, News Staff Writer

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on December 20, 2014 at 2:15 PM, updated December 20, 2014 at 2:15 PM

CLEVELAND, Ohio – The city's planning commission on Friday endorsed a new master plan for the future of the Gordon Square Arts District aimed at expanding the neighborhood's success as a nationally acclaimed example of arts-based economic development.

Gordon Square's revival has been based on highly coordinated public and private investments in theater renovations, streetscapes and public amenities.

The new, 112-page planning document calls for additional streetscape improvements on Detroit Avenue, development of outdoor public gathering areas, better use of

\$1 Million US Economic Development Administration Grant to Argenta Arts Foundation in 2013



Young entrepreneurs
build up Steam >>>

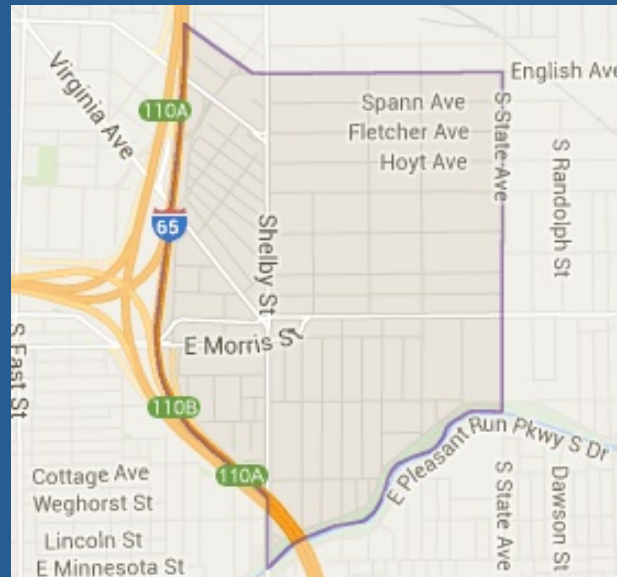
<<< and Launch
innovative products.



Fountain Square Cultural District – Indianapolis, IN



- SEND - a Community Development Organization - administrates the CDBG funds for the area and leverages them to raise additional public and private \$\$.



Lower Town Arts District Paducah, KY: Population 25,018

Paducah MainStreet Program – 1996
Mainstreet creates Lowertown Arts District
& Artist Relocation Program – 2000



By 2010:

- 1,000+ net new jobs
- 234+ net new businesses
- 119 building rehabilitations
- 27 new buildings
- Vacancy rate 2000: 70%; today: 14%
- Public investment \$49.7 million
- Private investment \$52.4 million

KEYS TO SUCCESS:

Unique partnership between lending institutions, local government, and artists.

A shared vision that affords value to the presence and ability of artists to lead a revitalization effort.



Cumberland, MD



- 106 miles from Washington, DC
- Population: 20,452
- Area Population: 103,299
- Median Household Income: \$25,142

from the Cumberland, MD Sustainable Economic Development Strategic Plan:

Figure 3. Strategic Directions

Strategic Direction #1: Tourism

Continue to build Cumberland as a center for visitation to and within the region based upon cultural/heritage tourism, outdoor recreation, and special attractions and events.

Strategic Direction #2: Artists

Build on current initiatives to establish Cumberland as a regional arts destination and residential center for artists, linking to a strategy of improving quality of life for residents and attracting visitors to Cumberland.

Strategic Direction #3: Technology

Establish Cumberland and Allegany County as a center of technology-based entrepreneurial activity by attracting “teleworkers” and “telebusinesses” to the City and by increasing the computer skills of residents.

Strategic Direction #4: Restoration

Establish Cumberland as a leader in rehabilitation of the built environment and Allegany County as a leader in restoration of the natural environment.

Strategic Direction #5: Outreach

Initiate an ongoing outreach program to city residents and regional institutions to build citizen support for and institutional involvement in implementation of the *Sustainable Economic Development Strategic Plan*.

Artist Relocation Program Incentives

To help entice artists and art-businesses to relocate to Allegany County, the City of Cumberland (in cooperation with other local, State and Federal agencies) established a variety of financial incentive programs. Some financial incentives are also available outside the A&E District boundaries, in other targeted areas of the community.

Arts & Entertainment District: Rehabilitation Tax Credit Program

A tax credit provided on City real property taxes for properties wholly or partially constructed or renovated for use by a qualifying artist or arts enterprise located within the Arts & Entertainment District.

Arts & Entertainment District: Admissions & Amusement Tax Exemption Program

Enterprises dedicated to visual or performing arts located within the Arts & Entertainment District are exempt from the collection of the State of Maryland's Admissions and Amusement Tax.

Arts & Entertainment District: Income Tax Subtraction Modification Program

Qualifying artists who own or rent residential real property in the county where the Arts & Entertainment District is located, and who conduct business in the District, may be eligible for a Maryland personal income tax subtraction modification to eliminate state and local income tax on their income from the sale, publication, or production within the District.

Progress Fund Loans

Provides loans from \$20,000 to \$400,000 to fill the capital gap for new or expanding businesses that seek to create jobs and opportunity.

Enterprise Zone Tax Incentives

Incentive programs for qualified businesses located within the designated areas in both A&E Districts: Income tax credits on new employees, property tax credits on new investments.

Also in the Cumberland A&E District:

Access to State venture capital fund; special provisions for industrial bonds; one-step permitting process; help with water lines, sewer lines and access roads; help in preparing financial packages; reimbursement of building permit fees and tapage fees for water and sewer; educational and job counseling opportunities as well as vocational training

Lenders Loan Pool

Loans ranging from \$10,000 - \$100,000 are provided at 7% interest for a maximum of 60 months and can be used for expenses such as inventory, leasehold improvements, equipment, and receivables.

Façade Grant Program

Funded through State of Maryland Community Legacy Funding.

One Maryland

Provides **One Maryland Project Tax Credits** of up to \$5 million and **One Maryland Start-up Tax Credits** of up to \$500,000 to businesses that initiate major investment projects in Maryland's most economically distressed jurisdictions, including Allegany County.

Federal HUBZone Contracting Program

Part of the Small Business Reauthorization Act of 1997. to encourage economic development in historically underutilized business zones.

Maryland Neighborhood BusinessWorks Program

Financial assistance to small businesses and nonprofit organizations locating or expanding in locally designated neighborhood revitalization areas.

Historic District Tax Credits (Federal, State and Local)

Incentives available for individuals and businesses who purchase property in a designated Historic District include: Maryland Historical Trust Historic Preservation Loan Program, Maryland Historical Trust Capital Grant Program, Maryland Historical Trust Emergency Assistance Program, and the Federal 20% Historic Tax Incentive Program.

City of Cumberland Historic District Tax Incentive Program

For qualified renovations that have been approved by the Historic Preservation Commission, a ten-percent credit can be deducted from the property owner's annual city property taxes.

Special Taxing District Incentive Program

A tax assessment freeze equal to that received by the City of Cumberland's Historic District Tax Incentive Program to be applied to the Special Tax for property owners in the Primary and Secondary Districts of the Downtown Cumberland Special Taxing District.

Allegany County Historic District Tax Incentive Program

A tax assessment freeze equal to that received through the City of Cumberland's program.

Maryland Sustainable Communities Rehabilitation Tax Credit Program

Provides Maryland income tax credits based on a percentage of the qualified capital costs expended in the rehabilitation of a structure.

Cumberland, MD Recruits artists through a range of incentives.



www.alleganyartscouncil.org



Strategic Plan for the **Bloomington Entertainment and Arts District**



Prepared by the **Office of the Mayor, City of Bloomington**



- A state-certified cultural district.
- Administered by Bloomington Arts Council, a City agency with staff & budget.
- \$ 3.2 million walking/biking trail
- \$ 7.2 million art center.





Kingston Lace Mill Artist Lofts



Center for Creative Education



- \$15 million gift from Marilyn & Gene Glick
- Nine gifts totaling \$5 million
- 36 Gifts of \$20,000 or more
- \$27.5 total private funding
- \$35.5 Federal Transportation Funding



- Partners:
 - City of Indianapolis
 - Indianapolis Arts Council
 - Indianapolis Convention & Visitors Bureau
 - Indianapolis Downtown
 - Seven Historic Districts
 - Indianapolis Parks Department
 - Indiana Cultural Districts Program
- Communities: Arts, Recreation, Historic Preservation, Business

State & Regional Leadership

TABLE 1: STATES WITH FORMALIZED CULTURAL DISTRICT POLICIES

STATE	PROGRAM NAME	ESTABLISHED	STATE AUTHORITY
Arkansas	Arts and Cultural Districts	2011	Arkansas Arts Council
Colorado	Creative Districts	2011	Creative Industries Division within the Colorado Office of Economic Development
Indiana	Arts and Cultural Districts	2008	Indiana Arts Commission
Iowa	Cultural and Entertainment Districts	2005	Iowa Department of Cultural Affairs
Kentucky	Cultural Districts	2011	Kentucky Arts Council
Louisiana	Cultural Districts	2007	Department of Culture, Recreation and Tourism
Maryland	Arts and Entertainment Districts	2001	Department of Business and Economic Development: Program Administration, Maryland State Arts Council
Massachusetts	Cultural Districts	2010	Massachusetts Cultural Council
New Mexico	Arts and Cultural Districts	2007	New Mexico Economic Development Department: New Mexico Main Street, Program Administration; New Mexico Arts, District Authorization
Oklahoma	Oklahoma Cultural District Initiative	2013	Oklahoma Arts Council
Rhode Island*	Tax-Free Arts Districts	1998	Rhode Island State Council on the Arts
South Carolina	Statewide Cultural Districts	2014	South Carolina Arts Commission
Texas	Cultural Districts	2005	Texas Commission on the Arts
West Virginia	Certified Arts Community	2005	West Virginia Commission on the Arts

Thirteen states have formal “cultural district” programs.

Support includes:

Prepackaged tax incentives

Transportation-funded streetscape improvements

Group-marketing brochures & websites

\$\$ US HUD CDBG
\$\$ PUBLIC ARTS &
CULTURAL HERITAGE
\$\$ US AGRICULTURE
\$\$ US ECO DEV
\$\$ US DOT
\$\$ STATE
OTHER UTILITIES, BANKS,
CORPORATE
FOUNDATION \$
PRIVATE INVESTMENT \$\$



Cultural District



Cultural District

Niagara Bottling Plant



Town of Ulster's New Sprawl Mall



Thank You!